

FOR DISCUSSION PURPOSES ONLY--DO NOT ENTERProposed Claims

1. (PROPOSED) A method, comprising:
 - receiving an indication of at least one item that a customer is ready to purchase at least one item from a first merchant via a web site,
 - in which none of the at least one item requires a service agreement for its use;
 - in response to the received indication, determining a total price for purchase of the at least one item;
 - selecting, by a computing device, a second merchant from a plurality of merchants;
 - providing, in response to the received indication, an offer ~~for a benefit~~ from the second merchant ~~to reduce the total price in exchange for the customer agreeing to fulfill an obligation to the second merchant~~, the step of providing the offer being performed before the at least one item is purchased,
 - in which the offer is not provided unless and until the indication of the at least one item that the customer is to purchase from the first merchant is received;
 - receiving from the customer a response to the offer; and
 - applying the benefit to reducing the total price of the at least one item if the response indicates acceptance of the offer; and
 - selling, by the first merchant, the at least one item to the customer for less than the total price in accordance with the offer.